

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG15/12 09.4  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER FOR PROSPERITY REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)  
 TOWSON, MD 21286

ORDER # CONTRACT # 6262373 CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1866 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG22/12 - AUG27/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG15/12 09.47

REP: REVISION  
 TIME CHANGE LN'S 2 AND 21  
 RATE CHANGE LN'S 2,11,13,18,21  
 SPOTS CANCELED ON LN 14  
 NEW TTL \$81,525  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 1866

2			RT 1000A-1030A	30		\$300.00	8/22	8/24	3		W-F	3
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
11			R 700A-900A	30		\$500.00	8/25	8/25	2		SAT	2
PROGRAM : SAT TODAY CON COM1: SAT TODAY												

REP HEADLINE# 6262373 TRF# E:120814  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

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AUG15/12 09.4  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13		R	600P-630P	30		\$800.00	8/25	8/25	1		SAT	1
PROGRAM : SAT 6PM NEWS CON COM1: SAT 6PM NEWS												
14		S	900P-1000P	30		\$1,650.00	8/25	8/25	0		SAT	0
PROGRAM : L&O:SVU CON COM1: L&O:SVU												
18		R	600P-630P	30		\$900.00	8/26	8/26	1		SUN	1
PROGRAM : SUN 6PM NEWS CON COM1: SUN 6PM NEWS												
21		RT	1000A-1030A	30		\$300.00	8/27	8/27	1		MON	1
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
AUG/12			67200.00	SEP/12		14325.00						
CONTRACT TOTAL												81525.00
TOTAL SPOTS												60

MARKET TOTALS \$270,209 WFLA 31% WFTS 12% WTSP 32% WTVT 22% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- MAY/11  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PCM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6262373  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG3/12 10.26  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER FOR PROSPERITY REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306  
TOWSON, MD 21286

ORDER # CONTRACT # 6262373 CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1866 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG22/12 AUG27/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG3/12 10.26

REP: NEW ORDER  
TTL \$85,625 @62X  
PLEASE CONFIRM  
THANKS! KIM FOR MEGHAN

CON CM AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

*no ok changes*

*9/9/12*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1866

1			700A-900A	30		\$1,400.00	8/22	8/24	3		W-F	3
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PROGRAM : TODAY SHOW  
CON COM1: TODAY SHOW

2			1100A-1200N	30		\$225.00	8/22	8/24	3		W-F	3
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PROGRAM : MIDDAY NEWS  
CON COM1: MIDDAY NEWS

3			1200N-100P	30		\$275.00	8/22	8/24	3		W-F	3
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PROGRAM : TODAY SHOW 3  
CON COM1: TODAY SHOW 3

*10-1030am*  
*300 each*  
*Need (225)*

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AUG3/12 10.26  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/22	8/24	3		W-F	3
5			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$850.00	8/22	8/24	3		W-F	3
6			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$850.00	8/22	8/24	3		W-F	3
7			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$2,000.00	8/22	8/24	4		W-F	4
8			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$2,000.00	8/22	8/24	6		W-F	6
9			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,850.00	8/22	8/24	4		W-F	4
10			500A-530A PROGRAM : 5AM NEWS CON COM1: 5AM NEWS	30		\$300.00	8/22	8/24	3		W-F	3
11			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$950.00	8/25	8/25	2		SAT	2
12			900A-1000A PROGRAM : SAT 9AM NEWS CON COM1: SAT 9AM NEWS	30		\$475.00	8/25	8/25	2		SAT	2

*Rate 5/b \$500 (Save 1450 cash = \$900)*

REP HEADLINE# 6262373  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG3/12 10.26  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P PROGRAM : SAT 6PM NEWS CON COM1: SAT 6PM NEWS	30		\$900.00	8/25	8/25	1		SAT	1
14			900P-1000P PROGRAM : L&O:SVU CON COM1: L&O:SVU	30		\$1,650.00	8/25	8/25	2		SAT	2
15			1000P-1100P PROGRAM : L&O:SVU CON COM1: L&O:SVU	30		\$2,200.00	8/25	8/25	2		SAT	2
16			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$700.00	8/26	8/26	2		SUN	2
17			900A-1000A PROGRAM : SUN 9AM NEWS CON COM1: SUN 9AM NEWS	30		\$475.00	8/26	8/26	1		SUN	1
18			600P-630P PROGRAM : SUN 6PM NEWS CON COM1: SUN 6PM NEWS	30		\$1,000.00	8/26	8/26	1		SUN	1
19			800P-1100P PROGRAM : NFL PRESEASON CON COM1: NFL PRESEASON	30		\$8,000.00	8/26	8/26	2		SUN	2
20			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	8/27	8/27	1		MON	1
21			1100A-1200N PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$225.00	8/27	8/27	1		MON	1

*Rate 5/16 \$800 (Save \$100)*

*(2) M-F p.m. chg.*

*Rate 5/16 \$900 (Save \$100)*

*10-1030A \$300 (Wed 8/15)*

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	8/27	8/27	1		MON	1
23			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/27	8/27	1		MON	1
24			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$850.00	8/27	8/27	1		MON	1
25			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$850.00	8/27	8/27	1		MON	1
26			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$2,000.00	8/27	8/27	1		MON	1
27			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$2,000.00	8/27	8/27	2		MON	2
28			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,850.00	8/27	8/27	2		MON	2
29			500A-530A PROGRAM : 5AM NEWS CON COM1: 5AM NEWS	30		\$300.00	8/27	8/27	1		MON	1
AUG/12 71375.00 SEP/12 14250.00												
CONTRACT TOTAL												85625.00
TOTAL SPOTS												62

*with \$800 Als buy 1x 8/27 3-4 news @ \$50  
 1x 8/27 2-3? Mdel @ 250*

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$276,209 WFLA 31% WFTS 12% WTSP 32% WTVT 22% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- MAY/11  
 DEMOS- RA35+\*

Mentzer Media Services  
600 Fairmount Avenue  
Ste 600  
Towson MD 21286

Americans For Prosperity/ Issue  
Submission Number 723 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Americans For Prosperity/ Issue	Submission Cost:	81525	Campaign Ref:	E:120814123
Buyer:		Client/Product/Estimate:	L / 1866	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06262373
Est./PO Number:	06262373	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Amer For Prosperity	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 7a Today Show ..WTF..	02	1400	30 Comme	Nbr of Spots 3		3	4200
2	M-F 10a News ..WTF..	01	300	30 Comme	Nbr of Spots 3		3	900
3	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots 3		3	825
4	M-F 4p Dr Oz ..WTF..	03	650	30 Comme	Nbr of Spots 3		3	1950
5	M-F 5p News ..WTF..	04	850	30 Comme	Nbr of Spots 3		3	2550
6	M-F 530p News ..WTF..	04	850	30 Comme	Nbr of Spots 3		3	2550
7	M-F 6p News ..WTF..	02	2000	30 Comme	Nbr of Spots 4		4	8000
8	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots 6		6	12000
9	M-F 730p Entertainment Tonight	02	1850	30 Comme	Nbr of Spots 4		4	7400
Weekly Totals: Total Spots(Ord Spots)					48	12	60	



**Mentzer Media Services**  
600 Fairmount Avenue  
Ste 600  
Towson MD 21286

**Americans For Prosperity/ Issue**  
Submission Number 723 Issue 1



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Tampa, FL 33601

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**Original**

<b>Client:</b> Americans For Prosperity/ Issue	<b>Submission Cost:</b> 81525	<b>Campaign Ref:</b> E:120814123
<b>Buyer:</b> Americans For Prosperity/ Issue	<b>Client/Product/Estimate:</b> . / 1866	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06262373
<b>Est./PO Number:</b> 06262373	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 5a News WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
11	Sat 7a Today Show S..	03	500	30 Comme	Nbr of Spots	2	2	1000
12	Sat 9a News S..	02	475	30 Comme	Nbr of Spots	2	2	950
13	Sat 6p News S..	03	800	30 Comme	Nbr of Spots	1	1	800
14	Sat 10p ET / 9p CT Law & Order SVU S..	02	2200	30 Comme	Nbr of Spots	2	2	4400
15	Sun 8a Today Show S..	02	700	30 Comme	Nbr of Spots	2	2	1400
16	Sun 9a News S..	02	475	30 Comme	Nbr of Spots	1	1	475
17	Sun 6p News S..	02	900	30 Comme	Nbr of Spots	1	1	900
18	Sun 8p ET / 7p CT Sun Night Football - Presession S..	05	8000	30 Comme	Nbr of Spots	2	2	16000
19	M-F 7a Today Show M..	02	1400	30 Comme	Nbr of Spots	1	1	1400
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	48	12	60

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**Americans For Prosperity/ Issue**  
 Submission Number 723 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Americans For Prosperity/ Issue	<b>Submission Cost:</b> 81525	<b>Campaign Ref:</b> E:120814123
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / 1866	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06262373
<b>Est./PO Number:</b> 06262373	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	M-F 10a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
21	M-F 12p Today Show III M.....	02	275	30 Comme	Nbr of Spots	1	1	275
22	M-F 4p Dr Oz M.....	03	650	30 Comme	Nbr of Spots	1	1	650
23	M-F 5p News M.....	04	850	30 Comme	Nbr of Spots	1	1	850
24	M-F 530p News M.....	04	850	30 Comme	Nbr of Spots	1	1	850
25	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
26	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots	2	2	4000
27	M-F 730p Entertainment Tonight M.....	02	1850	30 Comme	Nbr of Spots	2	2	3700
28	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
<b>Weekly Totals: Total Spots(Ord Spots)</b>					48	12	60	

Grand Totals

		Month 8 Weeks: 4		Month 9 Weeks: 5	
		08/20		08/27	
Spots	Totals	60	48	12	
Cost		81525	67200	14325	

Grand Totals:

Spots:	60
Gross Total:	81,525.00
Commission:	12,228.75
Net Total:	69,296.25